



FOR IMMEDIATE RELEASE

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Here Media Teams Up With Sweet For The World's Biggest Lesbian Cruise

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San Francisco, CA (October 29, 2009) – Sweet and Here Media have joined forces and set their sights on the lesbian community.

Sweet is a new lesbian travel company with an eco-friendly twist that is launching its widely anticipated inaugural Caribbean Cruise this November. Here Media is now the world's leading multimedia company targeting the LGBT consumer with its recent acquisition of PlanetOut Inc. The two companies announced a partnership today that clearly sets their sights on the lesbian community. Here Media is now a media sponsor for the upcoming Sweet Cruise and Sweet's advertisements will be seen across all of Here Media's prominent brands including *The Advocate*, *Out*, *Gay.com*, and *SheWired.com*, among others.

"Both Sweet and Here Media bring a fresh eye to the LGBT marketplace," said Shannon Wentworth, the CEO of Sweet. "Sweet is dedicated to the idea of making the world a better place while having a blast in it, and Here Media is dedicated to creating LGBT programming with universal, humanistic appeal."

The inaugural Sweet Caribbean Cruise departs from New Orleans and sails November 8–15. Guests will be treated to an onboard channel programmed with Here Media's most popular lesbian-focused content. Additionally, Here Media stars will entertain guests during onboard events. Here Media staff will also be featured as part of the Sweet Sparks, a series of onboard networking and empowerment mixers designed to give Sweet's guests the opportunity interact with experts in a variety of different professional fields.

"The Sweet Cruise provides Here Media a unique opportunity," said Stephen Macias, Executive Vice President and General Manager of Here Media. "It gives the company a chance to directly engage our lesbian audience. This collaboration puts the Here Media brands at the center of one of the year's most exciting lesbian events."



Sweet's inaugural Caribbean Cruise is completely carbon neutral and offers community service excursions in New Orleans and in various port cities. The luxury cruise promises off-the-hook parties by Dinah Shore's Club Skirts promoters, nightly lesbian entertainment, and exciting shore excursions, including deep-sea diving, swimming with dolphins, jungle expeditions, and tours of ancient Mayan ruins. Prices start at \$36 per person, for 12 months, through Sweet's no-fee, no-interest payment plan. For more information, visit www.discoverstweet.com.

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About Sweet

Founded in January 2008, Sweet is a lesbian travel company that merges the best of lesbian entertainment with social consciousness and environmental awareness. In April 2008, Sweet secured an agreement with Norwegian Cruise Line (NCL) to offer a Caribbean Cruise, November 8-15, 2009. Other trips currently available are a Sweet Salmon River Rafting Adventure, August 16–21, 2009, and a Sweet Kenyan Safari, February 7–16, 2010. To learn more about Sweet's lesbian travel opportunities, please visit www.discoverstweet.com or call 877-793-3830.

Sweet is a member of the International Gay and Lesbian Travel Association, accredited by the Better Business Bureau and a Registered Seller of Travel in the State of California (CST#2091755-40).

Press: For more information, please visit <http://discoverstweet.com/sweet-media-center/>. To schedule an interview with CEO and Founding Partner Shannon Wentworth, please contact Leyla Farah at Cause+Effect PR, 510.922.9999, leyla@cause-pr.com.

About Here Media

Here Media, Inc. produces and distributes niche content across all platforms worldwide. Here Media's iconic brands distribute gay media and world cinema programming with universal, humanistic appeal. Its distribution platforms include theaters, television, VOD, broadband, online, print and mobile. It earns subscription, advertising and licensing revenue from its award-winning content.

- Here Media owns and operates a variety of media assets including:



- Here Studios, a full service motion picture studio.
- Here Films, a motion picture distribution company.
- here! Networks, a premium television network featuring programming that appeals to a gay and lesbian audience airing in 96 of the top 100 US markets, including every top 10 market.
- Iconic print brands including Out, Advocate and HIV Plus, as well as Alyson Books.
- Online properties including Gay.com, Planetout.com, Advocate.com, Out.com and SheWired.com which provide broadband video and social networking.

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Paul Colichman is Chief Executive Officer of Here Media and Stephen P. Jarchow is Chairman. Together, they have produced and/or distributed over 200 motion pictures including Academy Award® winners “Gods and Monsters” and “Departures”.

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